

## **Non-Residential Design Review Committee Meeting Minutes October 11, 2013**

The Bethany Beach Non-Residential Design Review Committee (NRDRC) held a meeting on Friday, October 11, 2013 at 2:00 p.m. in the Town Council Meeting Room, 214 Garfield Parkway, Bethany Beach, DE.

Members present: Lew Killmer, who presided; Faith Denault; John Hendrickson; James Weisgerber; Susan Frederick, Building Inspector.

Also present: Mr. Jack Burbage, applicant of proposed new hotel; Jeff Schoellkopf, Architect for Jack Burbage/Bethany Boardwalk Group, LLC; Mayor Tony McClenny; Council members, Jack Gordon, Jerry Dorfman, Joseph Healy, Jr., Chuck Peterson, and Margaret Young; Lindsey Good, Administrative Secretary; and interested members of the public.

### **Call to Order**

Mr. Killmer called the meeting to order at 2:00 p.m.

Mr. Killmer noted that the order of items on the agenda for this meeting will be amended so that Item IV: New Business (A) will be the first item discussed.

### **New Business**

*The purpose of the meeting is to discuss and vote on an application submitted by Jeff Schoellkopf, Architect for Jack/Burbage/Bethany Boardwalk Group, LLC for Review and Approval of a Proposed New Hotel to Be Located at Block 106, Lot 1 and Block 110, Lots 9, 10, 11, and 12, in the CL-1 Commercial Lodging Zoning District, Bethany Beach, DE*

Mr. Killmer explained that Jeff Schoellkopf, Architect for Jack Burbage/Bethany Boardwalk Group LLC has submitted an application and plans, and is requesting approvals for the exterior design of a proposed new hotel to be located at the current location of the Bethany Arms Motel. He stated that it is being anticipated that a number of meetings would be necessary to be held prior to the committee being able to possibly vote on the approval of this application.

Jeff Schoellkopf introduced himself at this time and expressed appreciation to the Non-Residential Design Review Committee for reviewing this application. He added that he has previously completed architectural projects for the Town. He provided the following information on the application being submitted by Mr. Jack Burbage for a new proposed hotel:

The main focus of this meeting is to provide details on the exterior plans for the proposed hotel. The hotel is currently being proposed to be a Residence Inn Marriott Hotel in terms of operations and general qualities, but this is not yet finalized. The structure's exterior façade is being customized to blend with the traditional style of the Town. It will mostly market to visitors and business travelers, and will also be able to accommodate meetings, weddings and other events.

The hotel will be in two buildings, one on the north side of Hollywood Street and the other on the south side of Hollywood Street. The building on the north side is proposed to hold the core

services of the hotel, including the reception, lobby, pool, restaurant and all public functions, as well as guest rooms. The south building will hold guest rooms and “back of the house” functions only. It is planned to contain one-hundred and twelve (112) rooms, most of which will be open suites with small kitchenettes. There will be forty (40) direct ocean front guest rooms and fifty (50) ocean view from the side guest rooms. It is planned to have as many ocean view rooms as possible. In addition, all guest rooms will have private porches. There will be a mixture of King and Queen suites in sizes ranging between three hundred and forty (340) square feet to five hundred and forty (540) square feet.

It is proposed to include one-hundred and fifteen (115) parking spaces in open garages located under the hotel buildings. The primary entrance to the hotel will be off of Hollywood Street and the exit will only be onto Atlantic Avenue from the North building. The South building will have one parking entrance and exit off of Hollywood Street. The parking is generally at or slightly above the grade of Atlantic Avenue. Each parking space is required to be eight feet (8') by eighteen feet (18') and there are twenty-three (23) compact spaces that are planned to be sixteen feet (16') deep and eight feet (8') wide due to structural limitations/obstacles. All of the parking spaces comply in width, with most spaces being between eight feet and eight inches (8'8") and nine feet (9') wide.

The bistro that is being proposed will seat one-hundred (100) people indoors and an additional fifty (50) people on the exterior wrap around porch, which will overlook the boardwalk. There will also be meeting and event spaces. Approximately one-third (1/3) of the larger event space will also serve as the breakfast room. It is anticipated that banquets and large events will primarily be catered.

The hotel will include a sky lit indoor pool on the upper level of the North building with fold away doors to the pool patio, which will be opened in the summer. An exercise room, restrooms and changing facilities, a therapy room, and a guest laundry room will be located adjacent to the pool.

Mr. Schoellkopf referenced the setbacks for the hotel and stated that the building's façade and porches would be built directly in line with the neighboring Blue Surf Motel. He emphasized that the walls of the proposed hotel buildings will not exceed the line of the Blue Surf Motel. He noted that the Delaware Department of Natural Resources and Environmental Control (DNREC) line is located at the boardwalk on this property. He referenced the Non-Residential Design Review Guidelines and stated that the main issue is the height requirement. Given that the hotel is permitted to go up to thirty-one (31) feet from base flood elevation to top plate/habitable space plus four (4) feet for sloping roof elements, and an additional two (2) feet for small cupolas up to four x four (4x4) feet in size, ceiling heights will be very constrained. He noted that Marriott hotels typically require all ceiling heights to be nine (9) feet and bathrooms at eight (8) feet.

Mr. Killmer referenced the first bullet point on Page 1 of the Zoning Application Narrative, which states *“The Hotel is proposed to be a Marriott Residence Inn in terms of operations and general qualities, but localized to the Bethany Beach site, traditions, and environment. The anticipated market includes vacationers, business travelers, weddings, meetings, banquets, and other events”*. He questioned Mr. Burbage what qualities the hotel must possess to be

categorized as a “Residence Inn”. Mr. Burbage replied that he and Mr. Schoellkopf feel that since the plans are for the hotel to be an upscale boutique hotel, it is best categorized as being a Residence Inn. He emphasized that he is making sure that it will be an upscale, quality hotel and not just a standard hotel. They still need to create a reservation system, and he noted that the words “Residence Inn” would not be displayed on the exterior of the building. He explained that the Residence Inn category and Autograph Collection are upper Marriott hotel line categories. At this time, the hotel has not been finalized to being categorized as a Residence Inn, but it is what the plans of the hotel are currently based on.

John Schmidlein, property owner, was recognized. He expressed that his neighboring property owners have expressed concern with the location of where the hotel trash containers would be located. Mr. Killmer stated that this question will be discussed in the future.

Tracy Mulligan, property owner, was recognized. He questioned if Marriott has any requirements on the hotel design or construction for the Residential Inn category. Mr. Burbage replied that it is not possible for a boutique hotel to comply with all of Marriott’s requirements. Mr. Schoellkopf added that each line of Marriott hotels has detailed regulation documentation and a typical Residence Inn does not have a meeting space or restaurant, but Marriott is being supportive of the proposed requests for this hotel.

Mr. Killmer noted that many Residential Inn hotels have breakfast, happy hour, and other activities. He asked if these types of amenities will be proposed at this hotel. Mr. Burbage replied that Marriott requested to hold the breakfasts in the event space. Mr. Schoellkopf added that the restaurant would be open to the public.

Ms. Denault questioned if it is planned to have an alcohol bar within the area of the hotel. Mr. Burbage stated that the plans include a service area for the restaurant, but there would not be a bar. He will apply for a liquor license to be able to have a service area.

Mr. Killmer asked Mr. Burbage if he intends to close the south building during the off-season. Mr. Burbage said that the building will be constructed to that it can be shut down during the off-season, but it can always be opened back up if needed.

Michael Horne, property owner, was recognized. He asked if the restaurant seated one-hundred (100) people indoors and fifty (50) people in outdoor seating. Mr. Burbage replied that is correct.

Mr. Killmer expressed that many people are concerned that there would not be enough parking spaces for the hotel guests and the employees of the hotel and that they will have to park in Town parking spaces. Mr. Burbage explained that they are reviewing ideas for hotel employee parking, and one idea is to shuttle the employees to the hotel or they can transport by bicycle to the hotel.

Mr. Hendrickson questioned how many parking spaces currently exist at the location of where the hotel would be, and if the one hundred and fifteen (115) parking spaces in the plans include

those on Hollywood Street. Mr. Burbage replied that there are currently five to six (6) parking spaces on Hollywood Street and the one hundred and fifteen (115) spaces do not include those. Mr. Killmer asked Ms. Frederick if the updated Federal Emergency Management Agency (FEMA) flood maps would have any impact on the construction of the hotel.

Mr. Schoellkopf questioned if the hotel plans will need to be changed once the new flood maps are approved. Ms. Frederick explained that the new flood maps are supposed to be adopted in August 2014 and FEMA is advising to plan all construction to conform to the proposed changes. She added that insurance costs will be affected, and if insurance costs increase, the building would be affected, noting that it is all related to what the proposed new flood elevation will be. She is going to review the new flood maps, but she doesn't feel it will be an issue for this hotel.

Mr. Killmer asked exactly what changes were made to the pre-application hotel plans, which included an open porch that ran along the entire length of boardwalk in front of the hotel. Mr. Schoellkopf explained that the previous plans had the guest rooms located all of the way across the second floor in the North building. The revised plans have four (4) of the guest rooms that were previously located above the lobby re-located to the right side of the bistro, which reduced the size of the "restaurant" from three-hundred (300) seats to one hundred (100) seats but created a two story lobby space. The lobby in the revised plans is much more attractive and will be the same size as the meeting room. The revised plans still include a porch all the way across. He stated that he will provide more examples of the interior work at a future meeting.

Mr. Hendrickson asked how much natural light will enter the north building where the indoor pool will be. Mr. Schoellkopf said that there will be a substantial amount of sunlight on the north side of the building, but there will also be some shaded spots. He added that they are being considerate of the neighboring pool by not building the hotel to be a full three (3) stories on that adjoining side.

Mr. Killmer asked if the hotel would have any storm shutters. Mr. Schoellkopf stated that storm shutters have not been discussed at this time. Mr. Killmer noted that there would be a lot of window cleaning involved, and asked if there will be many windows. Mr. Schoellkopf emphasized that they are trying to make the hotel as maintenance-free as possible while maintaining an attractive atmosphere.

Mr. Killmer asked if the pool will be open to the public during the off-season. Mr. Burbage replied that this has not yet been decided, but it is certainly up for discussion.

Mr. Killmer asked Ms. Frederick what is the size requirement for parking spaces. Ms. Frederick stated that parking spaces are required to be eight (8) feet by eighteen (18) feet. Mr. Killmer noted that the requirement may be different for compact car parking spaces, and Ms. Frederick stated that the current code did not address compact spaces. He noted that this is an issue that the Planning Commission will need to address sometime in the future.

Ms. Frederick referenced the guest rooms that will be king and queen suites, and questioned if these rooms will have other amenities. Mr. Schoellkopf explained that in all of the suites except

for a couple of suites, there is no separate bedroom. The king suites will have a king bed and pullout sofa and the queen suites will have two (2) queen beds and a pullout sofa.

Mr. Killmer mentioned that it has been questioned why the loading zone cannot be located on Hollywood Street rather Atlantic Avenue. Mr. Schoellkopf responded that it would be very challenging for the loading zone to be on Hollywood Street because the lobby would be the only entrance for guests and it would be difficult for them to transport their luggage through that area. He added that the main public entry is designed around the traffic flow. He hopes to have an activity area in the back for loading into the building, so it won't be near the street.

The concern of where the dumpster would be located and where the deliveries will take place was discussed. Mr. Hendrickson made a suggestion to install an overhead door to close in and hide the dumpster from view. Mr. Schoellkopf acknowledged that they will review various options to improve the plans for the dumpster.

Mr. Schoellkopf explained the traditional forms of character that is planned for the hotel. It will include porches all around the building. It will include broken up massing and windows with grids. Traditional materials will be used on the exterior and the hotel will also have traditional detailing. The colors will generally be light to medium tone. All of the characteristics will meet the Non-Residential Design Review Guidelines.

Mr. Killmer questioned if neighboring properties that currently have an ocean view, will be able to maintain the view. Mr. Schoellkopf stated that he doesn't feel that any ocean views will be blocked from neighboring properties.

Mr. Killmer questioned where the HVAC units will be located. Mr. Schoellkopf replied that they will be located on the roof. Mr. Hendrickson asked if there will be HVAC units throughout the rooms, and Mr. Schoellkopf said that those plans are not finalized at this time.

Ms. Denault asked if the south building will be identical to the north building. Mr. Schoellkopf responded that the buildings will be similar.

Mr. Killmer advised that detailed plans for the landscaping around the hotel and on Hollywood Street will need to be presented.

Mr. Hendrickson stated that he has the following concerns regarding the Atlantic Avenue façade: 1.) Fourteen (14) to sixteen (16) foot high fences. 2.) Lights at the parking garage at night. 3.) Too much of the plain wall existing on the corner of the north building. He expressed that he is in favor of the overall plans and feels it will be an attractive hotel.

Mr. Schoellkopf explained that the hotel is designed with many climatic benefits. The porch facing Hollywood Street will have an extended summer season, the lobby will have a light airy space with many windows that are shaded in. Overall, the hotel will be in balance with nature.

Mr. Schmidlein stated that the plans show a proposed large change to the boardwalk, and questioned what the changes are. Mr. Schoellkopf stated that at this time, they have only have

established the preliminary plans. Mr. Killmer added that the Town might consider connecting the end of Hollywood Street to the boardwalk.

Mr. Mulligan asked Mr. Burbage to address the following questions: 1.) What is the total estimated cost of the hotel constructions? Mr. Burbage responded that he does not yet know what the cost will be, and it depends on what is decided for the final category of the hotel. 2.) What is the setback on Atlantic Avenue? Mr. Schoellkopf explained the setback requirement is zero (0) feet, but they are proposing that there be a seven (7) foot setback. 3.) How many trash pick-ups and deliveries will take place each day? Mr. Burbage replied that trash will be picked up once a day and he will ask the contractors to do deliveries earlier in the day.

Hearing no further additional comments, Mr. Killmer asked Mr. Schoellkopf and Mr. Burbage to provide additional information at the next meeting on November 8<sup>th</sup>, 2013. A Town Council Workshop regarding the proposed hotel is also scheduled for November 2<sup>nd</sup>, 2013 at 10:00 a.m.

#### ***Approval of the Agenda***

The Committee moved to approve the agenda.

#### ***Approval of Minutes from the Meeting held June 14, 2013***

Mr. Weisgerber made a motion to approve the minutes dated June 14, 2013. The motion was seconded by Ms. Denault and unanimously approved.

#### **Adjourn**

Ms. Denault made a motion to adjourn. Mr. Weisgerber seconded the motion and it was unanimously approved. The meeting was adjourned at 4:23 p.m.

Respectfully Submitted:

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Lindsey Good  
Administrative Secretary